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**PRESS RELEASE  
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**From Digits to Widgets to Richmond: Medical Illustrators See the World in  
Never Before Imagined Ways, July 29 – August 1**

*Theme of "Tradition and Transition" Echoes Leonardo da Vinci's Legacy to  
Groundbreaking 3D Computer Medical Animations*

LAWRENCE, KANSAS -- The 64<sup>th</sup> Annual Association of Medical Illustrators (AMI) meeting will be located in Richmond, VA, at the elegant Omni Richmond Hotel. The 2009 AMI meeting's theme, "Tradition and Transition," reflects the most positive thing about change: incorporating the best of the past into the best of the future. Over 700 professionals are AMI members, with many descending upon the Richmond area along with their unique, cutting-edge talents from July 29 until August 1, 2009.

The press and public are invited to view the meeting's Salon, an extraordinary annual exhibit representing the latest work of professional and student medical illustrators. It's a "Don't miss!" exhibition, with hundreds of artworks on display. Works will range from traditional pen and ink work to Photoshop illustrations, customized prosthetics, and award-winning animations from the world over.

Much of the work found in the Salon comes straight from the headlines like "Preparing for the Separation of Conjoined Twins at Mayo Clinic" to "Zoom into the Human Bloodstream," by Linda Nye, Certified Medical Illustrator, which received the National Science Foundation and *Science's* International Engineering Visualization 2008 Challenge first place award.

A medical illustrator is a professional artist with advanced education in both the life sciences and visual communication. Collaborating with scientists, physicians, and other specialists, medical illustrators transform complex information into visual images that have the potential to communicate to broad audiences. The work of medical illustrators promotes education, research, patient care, public relations, and marketing efforts.

The field is changing rapidly due to discoveries in both science and technology. From the human genome to the latest robotic surgical technique, the need for accurate effective communication continues to expand. Using advanced computer graphics and imaging, sub-cellular processes too small to be seen by the most advanced microscopes can come alive through animations.

There is a growing interest by patients to better understand their own health and medical options. Medical illustrators can now easily use the internet and new forms technology to convey simplified but sophisticated graphics to the public. These types of graphics are also useful to clarify complex medical information for judges and juries in personal injury and medical malpractice cases.

For additional information, questions or to make an appointment to tour the Salon see the above listed contact numbers.

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